

HOW MARKETING CAN HELP SOLVE MEDTECH'S CHALLENGES

THE CURRENT STATE

HOW MARKETING COULD BRING VALUE

Proliferation of portfolio;
products rarely retired



PORTFOLIO
MANAGEMENT

Drive decision-making in life cycle management; constantly challenge the true P&L and relevance of product lines

Innovation around features;
focused on the clinician



PORTFOLIO
STRATEGY

Bring broader market, customer and competitive insights to drive value innovation vs. feature innovation

Stage gate process is an R&D
technical milestone review



NEW PRODUCT
DEVELOPMENT

Evolve the stage gate process to be a true, informed "go/no go" business-led process

Focused on commercial
release from R&D



LAUNCH

Drive a more proactive launch process focused on demand maximization

Primarily sales support and
marketing communications



COMMERCIAL
MARKETING

Lead the downstream commercial strategy and the decision-making on resource allocation and execution